

# SENNEN PARISH COUNCIL

## WEBSITE & SOCIAL MEDIA POLICY & PROCEDURES

This policy explains how Sennen Parish Council will manage the use of social media and its website.

This policy covers the following:

- Parish Council Website
- Facebook and, if required, other social networking sites

### WEBSITE

#### Currency & Accuracy of Information

This website is maintained by Sennen Parish Council and the responsibility for building, editing and adding content will be delegated to the Website and Social Media working party. The Council is committed to providing quality information and every attempt has been made to ensure that information published is up to date and accurate. The Council gives no warranty as to the accuracy of the information on this website and accepts no liability for any loss, damage or inconvenience caused by reliance on this information.

#### Liability

Users browsing the website do so at their own risk. The Council is not liable for any loss whether in contract or tort arising out of the users access to or inability to access the website. The Council also accepts no responsibility for any damage to or viruses that may infect computer equipment, data or other property on account of a user's access to the site or the downloading of any material from the website.

The Council does not accept any responsibility for information contained in other websites which this website provides links to.

#### Privacy

The Council makes every effort to safeguard the privacy of its website visitors. No information is recorded for later access during the use of this site without your prior knowledge. Any information voluntarily submitted by email from this website will not be passed to any third party without your express permission. Sennen Parish Council adheres fully to the Data Protection Act.

## SOCIAL MEDIA

The Council has opened and will maintain a Facebook account to inform the public about Parish Council business and activity. Social media will augment the Parish Council website, newsletter and other methods of communication already in use by the Parish Council.

The Council's Facebook page will be maintained and managed by the Council's Website and Social Media working group and the Clerk (or Council Proper Officer) and posts should be coordinated by a nominated person within that group, any person wishing to add a post to the page should liaise with the nominated person.

The nominated person within the working group should also be responsible for sharing Parish Council related posts to other Social Media channels if it is deemed useful information, new posts should be checked and reviewed by at least one other person, this should be the Clerk, but in the event that the Clerk position is vacant, another member of the working party.

The Clerk (or Council Proper Officer) will act as moderator of Parish Council social media output and be responsible for posting and monitoring content to ensure it complies with the Social Media Policy.

The Facebook or other social networking sites accounts may be used to:

- Refer to the website for agendas, post minutes and dates of meetings
- Advertise events and activities
- Share good news stories or highlight action taken by the council following correspondence from the public with links to the Council website.
- Advertise vacancies
- Share information from partner agencies such as Principal Authorities, Police, Library and Health etc.
- Announce new information or policies
- Post or share information from other parish related community groups such as schools, sports clubs, community groups and charities
- Refer resident queries to the Clerk (or Council Proper Officer) and all other Councillors

The Council will not conduct casework or deal with complaints via social media. These should be emailed to the clerk at [sennenpc@gmail.com](mailto:sennenpc@gmail.com)

Social media channels are not monitored constantly and the Council cannot guarantee that enquiries via social media will receive a prompt response. If an enquiry or comment is urgent, the Council recommends contacting the Clerk directly using the details on the Council's website: [www.sennenparishcouncil.org](http://www.sennenparishcouncil.org)

## CODE OF PRACTICE

This Code of Practice outlines expected standards of behaviour from those responsible for updating information when using the Parish Council's official social media feeds. It also sets an expectation for others who engage with the Council via those social media feeds.

The Parish Council reserves the right to moderate comments that are posted to its social media feeds, especially if they breach the Social media Code of Practice outlined below. The Council makes no commitment to respond to individuals and repeat offenders may be blocked from using the Facebook page indefinitely. We will not edit any comments made.

When using social media those making posts must be mindful of the information they post and keep the tone of any comments respectful and informative.

Every effort should be made to ensure online content published on the Council's official social media channels should be accurate and informative.

When using the Parish Council's official social media channels, posts must not:

- Hide the poster's identity using false names or pseudonyms
- Present personal opinions as that of the council
- Post content that is contrary to the democratic decisions of the council
- Post controversial or potentially inflammatory remarks
- Use an individual's name unless given written permission to do so
- Publish photographs or videos of minors without written parental permission
- Post any information that infringes copyright of others
- Post any information that may be deemed libel
- Post online in a way that constitutes bullying or harassment
- Bring the Council into disrepute
- Post offensive language relating to race, sexuality, disability, gender, age, religion or belief
- Conduct any online activity that violates laws, regulations or that constitutes a criminal offence

Parish Council social media followers should adhere to certain good practices and conventions of polite and constructive discourse if responding to posts on its social media feeds.

Therefore the Council will not publish and will remove comments that:

- Contain abusive, obscene, indecent or offensive language
- Contain swear words or other sorts of profanity
- Contain abusive language towards an individual involved in the thread, other organisations or the page administrator
- Are completely removed from the topic of conversation or non-relevant to the item posted on the wall
- Constitute spam or promote or advertise products except where it is for an event, publication or similar item that has direct relevance to the subject of discussion.

## SPC

Information about locating and sharing knowledge and expertise is welcomed, but within the specific discussion provided

- Are designed to cause nuisance to the page administrator or other users

The login details/passwords for the FB page and the website will be available to the Clerk (or Council Proper Officer) and the working party and the responsibility for system updates and legal requirements, accessibility and privacy will be delegated to a nominated person within the working party and will be monitored by the Clerk (or Council Proper Officer)

This policy and the Code of Practice will be reviewed annually and may be amended at any time if approved by resolution of the Parish Council.

The policy should be considered alongside relevant existing Parish Council policies and augments the Code of Conduct.

This policy does not extend to individual Parish Councillors or Council staff's personal use of social media.

**Adopted 26 July 2021**

**Minute reference**

**22-65**